

FASHION DESIGN AND MERCHANDISING

Course Description: *Fashion Design and Merchandising* is a specialized course designed to introduce students to the world of fashion. Areas of study include fashion fundamentals, principles and elements of design; career options and preparation; product selection and maintenance; and consumer strategies. Instruction includes academic integration and technology applications.

Family, Career and Community Leaders of America (FCCLA), the co-curricular student organization, provides students with opportunities for leadership development, personal growth and school/community involvement.

Recommended Prerequisite(s): Family & Consumer Sciences (FACS) or
Personal, Academic and Career Excellence (PACE)

Recommended Credit(s): $\frac{1}{2}$ - 1

Recommended Grade Level(s): 10-11-12

Note: Standards 1-4 = $\frac{1}{2}$ credit,
Standards 1-6 = 1 credit

Fashion Design and Merchandising

Course Standards

Standard 1.0 Demonstrate skills required for assuming leadership roles in family, work and community settings.

Standard 2.0 Explore the fundamentals of fashion design and merchandising.

Standard 3.0 Evaluate the application of the principles of design to fashion apparel products.

Standard 4.0 Analyze career options within the fashion design and merchandising industries.

Standard 5.0 Apply consumer strategies to the selection, maintenance, and purchase of fashion apparel products.

Standard 6.0 Analyze merchandising strategies in the fashion industry.

Fashion Design and Merchandising Course Standards and Expectations

Standard 1.0 Demonstrate skills required for assuming leadership roles in family, work and community settings.

Expectations and Performance Indicators:

- 1.1 Assess factors involved in successful leadership skills, citizenship traits, and teamwork traits.
- 1.2 Apply leadership, citizenship, and teamwork skills as an integral part of the classroom.
- 1.3 Participate in the co-curricular student organization, Family, Career and Community Leaders of America (FCCLA).

Standard 2.0 Explore the fundamentals of fashion design and merchandising.

Expectations and Performance Indicators:

- 2.1 Interpret influences on fashion design throughout history.
- 2.2 Identify and discuss characteristics of fashion capitals and designers.
- 2.3 Explain the role of leading designers in determining fashion trends.
- 2.4 Analyze international factors affecting the fashion industry.
- 2.5 Analyze the significance of apparel and fashion.
- 2.6 Compare the organization and operation of the fashion product categories represented in the industry.
- 2.7 Describe the impact of technology on fashion design.
- 2.8 Identify and utilize fashion design terms in class activities and projects.

Standard 3.0 Evaluate the application of the principles of design to fashion apparel products.

Expectations and Performance Indicators:

- 3.1 Demonstrate knowledge of the elements of design.
- 3.2 Demonstrate knowledge of the principles of design.
- 3.3 Illustrate how principles and elements of design are used to create fashion products.
- 3.4 Practice using color schemes and illusions effectively in apparel.
- 3.5 Apply the principles of design to enhance the appearance of body shapes.
- 3.6 Create a professional fashion presentation, with a written description, incorporating the principles and elements of design.

Standard 4.0 Analyze career options within the fashion design and merchandising industries.

Expectations and Performance Indicators:

- 4.1 Research employment and entrepreneurial opportunities and preparation requirements in fashion careers.
- 4.2 Demonstrate foundational knowledge and skills for selected careers in the fashion industry.
- 4.3 Identify opportunities to enhance job preparation skills.

Standard 5.0 Apply consumer strategies to the selection, maintenance, and purchase of fashion apparel products.**Expectations and Performance Indicators:**

- 5.1 Apply decision-making processes to selecting, purchasing, and maintaining fashion apparel
- 5.2 Evaluate the impact of fashion trends and forecasting on consumer choices.
- 5.3 Determine criteria for fashion products that meet needs of individuals and families across the life span, including individuals with special needs.
- 5.4 Demonstrate guidelines for wardrobe planning and coordinating existing clothing.
- 5.5 Analyze the quality of artisanship, fabric, and design.
- 5.6 Examine the selection and use of accessories for wardrobe enhancement and expansion.
- 5.7 Evaluate apparel care procedures.
- 5.8 Compare and contrast various sources for purchasing fashion apparel products.

Standard 6.0 Analyze merchandising strategies in the fashion industry.**Expectations and Performance Indicators:**

- 6.1 Describe the impact of visual merchandising.
- 6.2 Assess the role and effectiveness of advertising on consumer choices.
- 6.3 Identify strategies for promoting products and services.
- 6.4 Describe functions of the marketing process as they contribute to the successful operation of a business.
- 6.5 Identify viable markets for fashion products.
- 6.6 Determine the impact of technology on the marketing and merchandising of fashions.
- 6.7 Design a product display using the elements and principles of design.
- 6.8 Create a presentation of various merchandising techniques.